

ORDER



WAVY

Orders
Order / Rev: 203795
Alt Order #:
Product Desc: 9/10-9/16 KAINE FOR SENATE 2012
Estimate: 11791
Flight Dates: 09/10/12 - 09/16/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	26	\$11,450.00	\$9,732.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$11,450.00	\$9,732.50	0.00
Totals	26	\$11,450.00	\$9,732.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WAVY	09/10/12	09/16/12	WAVY News @ Sunrise	CM	5a-6a	11-1---	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
				WAVY News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11-1---		3				\$300.00		0.00			
2	WAVY	09/11/12	09/11/12	WAVY 6AM News	CM	6a-7a	-1-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				WAVY 6AM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-1-----		1				\$700.00		0.00			
3	WAVY	09/10/12	09/16/12	Today Show M-F	CM	7a-9a	11111--	:30	5	\$700.00	P2	0.00	NM	5	\$3,500.00
				Today Show M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11111--		5				\$700.00		0.00			
4	WAVY	09/13/12	09/13/12	Today Show 3	CM	10a-11a	---1---	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				Today Show 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---		1				\$100.00		0.00			
5	WAVY	09/12/12	09/12/12	M-F 4-5p	CM	4p-5p	--1----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				M-F 4-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----		1				\$125.00		0.00			
6	WAVY	09/11/12	09/11/12	WAVY News 10 @5p	CM	5p-530p	-1-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
				News 10 @5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-1-----		1				\$350.00		0.00			

Order / Rev: 203795
Alt Order #:
Flight Dates: 09/10/12 - 09/16/12

Advertiser: POL/Kaine for Senate 2012 (D)
Product Desc: 9/10-9/16 KAINE FOR SENATE 2012
Estimate: 11791
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WAVY	09/11/12	09/12/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	- 11----	:30	2	\$350.00	P3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- 11----		2				\$350.00		0.00			
8	WAVY	09/11/12	09/14/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	- 1- 11--	:30	3	\$450.00	P3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- 1- 11--		3				\$450.00		0.00			
9	WAVY	09/12/12	09/12/12	M-F 7-730p M-F 7-730p	CM	7-730p	-- 1----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- 1----		1				\$300.00		0.00			
10	WAVY	09/14/12	09/14/12	M-F 730-8p M-F 730-8p	CM	730-8p	---- 1--	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---- 1--		1				\$300.00		0.00			
11	WAVY	09/11/12	09/11/12	Tue Hour 3 Tuesday 10-11p	CM	10p-11p	- 1-----	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- 1-----		1				\$700.00		0.00			
12	WAVY	09/13/12	09/13/12	Thur Prime Other 1 Thu 8-10p	CM	8-10p	--- 1---	:30	1	\$900.00	P5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--- 1---		1				\$900.00		0.00			
N13	WAVY	09/14/12	09/14/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p	---- 1--	:30	1	\$400.00	P4	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---- 1--		1				\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WAVY	09/10/12-09/16/12		Fri Hour 3		10p-11p	-----F----	:30		(\$400.00)		0.00	NM		
		See MG 13.2,13.3 [N/A]													
2	NAVY	09/15/12-09/15/12		Sat Hour 3		10p-11p	-----Sa--	:30		\$300.00		0.00	NM		
		Ⓜ MG for 13.1 09/14 [Makegood]													
3	NAVY	09/16/12-09/16/12		WAVY News 10 Sunday 6a		6a-7a	-----Su	:30		\$100.00		0.00	NM		
		Ⓜ MG for 13.1 09/14 [Makegood]													
14	WAVY	09/11/12	09/11/12	LN M-F M-F News 10 @11	CM	11p-1130p	- 2-----	:30	2	\$500.00	P3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- 2-----		2				\$500.00		0.00			
15	WAVY	09/10/12	09/10/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	1-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----		1				\$125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WAVY	09/10/12-09/16/12		Tonight Show/Jay Leno		1134p-1237a	M-----	:30		(\$125.00)		0.00	NM		
		See MG 15.2 [N/A]													
2	NAVY	09/11/12-09/11/12		Tonight Show/Jay Leno		1134p-1237a	- T-----	:30		\$125.00		0.00	NM		
		Ⓜ MG for 15.1 09/10 [Makegood]													
Totals													26	\$11,450.00	